



**City of McMinnville**  
**Planning Department**  
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# MINUTES

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**May 6, 2020**  
**McMinnville Urban Renewal Advisory Committee**  
**Regular Meeting**

**4:00pm**  
**ZOOM Meeting**  
**McMinnville, Oregon**

**Members Present:** Walt Gowell, Alan Fox, Ed Gormley, Wendy Stassens, and Kelly McDonald, Ossie Bladine  
**Members Absent:** Peter Kircher  
**Ex-Officios Present:** Scott Hill, Dave Rucklos and John Dietz  
**Staff Present:** Heather Richards – Planning Director  
**Guests Present:** Kellie Menke – City Councilor, and Larry Sherwood, Engineering Services Manager

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## 1. Call to Order/Roll Call/Introductions

Chair Gormley called the meeting to order at 4:00 p.m.

## 2. Citizen Comments – None

## 3. Minutes

- November 6, 2019
- January 8, 2020

Committee Member Gormley moved to approve the November 6, 2019 and January 8, 2020 minutes. The motion was seconded by Committee Member McDonald and passed unanimously.

## 4. Urban Renewal Projects Discussions/Update

- Alpine Avenue – Lighting Specifications

Planning Director Richards said some projects were moving forward on Alpine Avenue, the Boutique Retreat on the corner of 9<sup>th</sup> and Alpine and the dentistry project on the corner of 9<sup>th</sup> and Lafayette. For those projects 9<sup>th</sup> Avenue would be improved and streetscape improvements would be included. In these improvements, there was a call out for pedestrian lighting as a principle in the NE Gateway District Plan. There was no type specified for the pedestrian lighting. There had been dialogue internally about what it would look like and staff was bringing it forward to the Committee for more dialogue.

Larry Sherwood said if they used the decorative style on 3<sup>rd</sup> or extended the Alpine Avenue style, the cost would be a wash. The decorative lighting downtown was charged at a premium cost. The cobra lights were not at pedestrian scale. They were talking about lights at each intersection and mid-block.

John Dietz, McMinnville Water & Light, said the decorative lights cost about \$32 per month and LED lights would be about \$8 per month. The decorative lights were 150 watts and standard overhead LED would be 100 watts. There were two styles of decorative, one was a lantern style and the other was an overhung style.

Planning Director Richards clarified Alpine already had lights. These would be for all the other local streets in the district.

Chair Gowell thought they should keep the lights consistent with what was on Alpine.

Committee Member Stassens thought that would help with district identity.

Mayor Hill said a lot of time had been put in with the architects to create a specific place that would be recognized. They were trying to create a bond between the NE Gateway District and 3<sup>rd</sup> Street and it ought to all flow together.

Committee Member McDonald was in support of the specialty lighting. He thought it would be more aesthetic to be a little different from Alpine Avenue. He thought they should find something compatible, but not the exact design.

Committee Member Gormley wanted to know the costs and if it would be in the City's budget.

Planning Director Richards clarified right now they would only be putting in one light and over time as the area was built out more would be put in.

Mayor Hill said it came down to creating a sense of place and he thought it could be added to the budget.

Councilor Menke asked if there was another option that would not be such a high cost. She liked the idea of having nicer lights, but she questioned the cost.

Planning Director Richards said the light fixture itself would be paid for by the developer, it was the cost of the McMinnville Water & Light yearly rate.

Mr. Dietz said the ongoing maintenance and replacement of the decorative lights was expensive. The lifespan was about 20 to 25 years. The problem with those types of lights was over time the finish failed.

Planning Director Richards said some Urban Renewal were paying for replacement products to help off-set future maintenance costs on projects they were building in the areas they were trying to revitalize.

Committee Member Gormley moved to recommend one specialty light on 9<sup>th</sup> Avenue that mimicked the Alpine Avenue lights. The motion was seconded by Committee Member McDonald and passed unanimously.

Larry Sherwood said all of the lights on Alpine were maintained by the City and McMinnville Water & Light did not want to add another style of lighting fixture on their inventory. Whatever lights they chose they had to make sure there was capacity in the infrastructure to serve them. He thought they probably did have the infrastructure. They not only wanted to pick something affordable but also easily obtainable.

Planning Director Richards would bring a design proposal back to the Committee. They would need to make sure not to pick something that was extreme in design.

- Third Street Streetscape Improvement Project

Planning Director Richards said the recommendation of the consultant was to pause this project for a couple of months due to Covid because the next discussion would need community involvement.

Dave Rucklos, Executive Director of McMinnville Downtown Association, was also in favor of pausing the project, especially when they did not know the impact of Covid on downtown businesses and budgets.

There was consensus to pause the project.

Planning Director Richards discussed emergency business assistance. There was about \$15,000 of accrued interest that could be used for an assistance program.

There was discussion regarding leveraging those dollars to help with another program.

Planning Director Richards said there were communities who were using Urban Renewal funds for grants or loans for business assistance. The funds were from interest earned on the tax increment from the bank. They were going after other funds for emergency business assistance to bring to the community and the small local businesses were struggling to access the bigger programs based on capacity. There might be an opportunity to leverage Urban Renewal funds to bring technical assistance to those businesses so they could access those programs.

Committee Member Gormley said several of the companies who were failing to get the loans had no banking relationships.

Planning Director Richards said the program they were looking at was a program for the non-bankable businesses. The Community Development Financial Institute would be doing the review and underwriting for the businesses and Urban Renewal would provide the loan loss reserves to mitigate risk so that these businesses that were more marginal could be successful.

Committee Member Gormley suggested the money be spent on coaching and business advice on how to secure financing.

Committee Member McDonald asked how quickly they could mobilize a program. Planning Director Richards said if they needed a decision before the Committee's next meeting, they could call a special meeting for it.

Councilor Stassens was in favor of looking into using the funds for coaching.

There was consensus for staff to put together a proposal for the Committee to consider.

## **5. Committee Member Comments**

Committee Gormely discussed closing 3<sup>rd</sup> Street to vehicles to help businesses open up and maintain social distancing, especially for serving food. He was in support of the idea.

Mr. Rucklos said he would be meeting with the City on Friday to discuss the option. This was to be prepared for the phase 1 reopening and to have designated days for the closures, especially Friday and Saturday. He thought it would be a good test and would inform future streetscape discussions.

## **6. Staff Comments**

Planning Director Richards asked for a volunteer to work through loan agreement issues with the Bindery project. Committee Members Fox and McDonald volunteered.

Committee Member Fox said he had been advocating for getting truck traffic off of Main Street in Carlton and three weeks ago the City Council voted to reroute trucks off of Main Street. This would open the way for the kinds of things they were talking about, such as closing it down for festivals and markets.

## **7. Adjournment**

Chair Gowell adjourned the meeting at 4:46 p.m.